

NEWS RELEASE

For Immediate Release

SUCCESSION

Contact:

Jay Nachman  
215.923.5978 / [jnachman@nmajh.org](mailto:jnachman@nmajh.org)  
215.868.8057 (c)

## SUCCESSION PLAN ANNOUNCED BY NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

PHILADELPHIA – The Board of Trustees of the National Museum of American Jewish History (NMAJH) announced today that Michael Rosenzweig, who has served as its President and CEO since April 2009, will step down from his position with the Museum effective June 30, 2012. Ivy Barsky, who joined the Museum in July 2011, will assume the leadership of the Museum as Gwen Goodman Director and Chief Executive Officer.

Rosenzweig joined the Museum when its new building was under construction. He oversaw completion of the building and the Museum's successful \$155 million capital campaign, as well as installation of the core exhibition. He also recruited and hired the additional staff needed to operate the new Museum. Under Rosenzweig's leadership, the Museum opened in November 2010 with a star-studded launch and to critical and popular acclaim.

more ...

101 South Independence Mall East  
Philadelphia, PA 19106-2517

**Tel** 215 923 3811  
**Fax** 215 923 0763  
[nmajh.org](http://nmajh.org)

## SUCCESSION/ADD 1

In announcing his departure, Rosenzweig said, “I have loved every minute of my time at the Museum and have accomplished what I was hired to do. With the Museum open and operating efficiently, the time is right for me to move onto my next challenge.”

Ronald Rubin, NMAJH Co-chair, said, “Michael has been an outstanding leader and he will be missed. His passion and hard work were instrumental to realizing our dream of a national museum on Independence Mall dedicated to telling the story of the American Jewish experience. He brought our building in on time and on budget and played a critical role in raising the funds needed for the project. We will forever be in his debt and wish him the very best in his next endeavor.”

In announcing Barsky’s appointment, Museum Co-Chair Philip Darivoff said, “Ivy Barsky is an exceptional choice as the next leader for the National Museum of American Jewish History. She is well suited to build on the foundation laid by Gwen Goodman and strengthened by Michael Rosenzweig. She has an inspiring vision for the Museum, the requisite leadership and managerial skills, and a commitment to audience and community engagement that are ideal for leading us into the future.”

“I am gratified to have this opportunity to work with the Board and staff to take the Museum to the next level as a regional and national asset,” said Barsky in response to her appointment. “My goal is to bring to life—in the way we operate as a Museum and in how we serve our audiences—the spirit of optimism, willingness to take risks, and dedication to making a better world, which are embodied in the stories of American Jewish history.”

more ...

## SUCCESSION/ADD 2

Barsky was formerly Deputy Director of the Museum of Jewish Heritage – A Living Memorial to the Holocaust in New York. Her previous experience includes nearly a decade working in the arts at the Philadelphia Museum of Art, the Institute of Contemporary Art in Philadelphia, and P.S. 1 in New York City. Barsky earned her M.A. in art history from the University of Pennsylvania and received her undergraduate degree from New York University.

She led the team that was honored with the American Association of Museum's grand prize for Excellence in Exhibitions (2004) for "Ours to Fight For: American Jews in the Second World War" and that created the Keeping History Center (2009), a new media installation overlooking New York Harbor and the Statue of Liberty. She was recognized with the New York City Museum Educators Roundtable Award for Excellence in Museum Education (2005). Barsky was an adjunct professor in Museum Studies at New York University.

The National Museum of American Jewish History is dedicated to telling the still-unfolding story of Jews in America, who embraced freedom with its choices and challenges as they shaped and were shaped by our nation. The Museum is a place that invites all people to consider the common threads of our rich American heritage, along with those aspects that make each of our experiences distinct.